

Hecht &amp; Company,

513-515-517 7th St.

Hecht &amp; Company.



**\$25 Suits,  
\$18.50**

One of the May Bargain Festival's most attractive offerings.

Tomorrow's leader in the Women's Tailored Wear section gives you choice from a great display rack of Suits, all \$25 value, at \$18.50.

These Suits represent a variety of the most popular styles and materials—light and dark; tans, grays, mixtures in all the new shades, black, blue, white pin-stripe materials, checks, etc.

About 70 Suits in the lot—every suit a genuine \$25.00 value—and yours in the sale tomorrow at \$18.50!

—Second Floor.

**SOMETHING NEW!**  
Women's Knit Coats for Outings, Autoing, Golfing, Etc.

THE SHIRTEST AND most chic garment the season has produced. A 36-inch Heavy Knit Wool Coat in an imported German woven fabric, cut and tailored just like cloth coats. Fits like a glove and wears like iron. The coats are made in three-quarter length and button to the neck with large carved pearl buttons. Deep turnover collars of self material. The entire garment is bound with wide silk braid. White checked, all red and striped. The ideal garment for any outing wear.

Value is \$18 to \$20

**\$7.95**

**Misses' and Small Women's Skirts.**

**\$2.89**

Value \$5.

AN ESPECIALLY favorable purchase of Five Tailored Skirts for misses and small women, in black, tan, blue, and white, light gray mixtures, and the tan shades. Every skirt a good \$5.00 value. Second Floor.

## WAISTS

Three Magnetic Sales That Will Crowd the Department Tomorrow.

25 STYLES IN BEAUTIFUL WHITE Waists, with fronts daintily embroidered in colored designs, rich and elegant. Lingerie Waists; Dressy Waists in plaid muslin. The styles include the low necks and short sleeves, the high necks and long sleeves. Not one worth under \$1.50.

FINE WHITE WAISTS OF CROSS-barred Muslin, with full fronts and laundered linen collars—a dressy waist, and nicely made of sheer and fine materials. All sizes. These waists sell at \$1.00 and \$1.25.

WAISTS FOR BUSINESS OR home wear, in a considerable variety of styles, kinds, colors, and materials. Black satines, madras, kinkham and percale, in the plainer tailored styles. You'll find plenty of all sizes in the showing. None of these waists sell under 98c.

**\$1  
69c  
43c**

—Second Floor.

## Grocery Reductions.

FANCY SUGAR-CURED HAM, 7 to 10 lbs. 15c  
PURE LARD, 5-lb. pails 55c  
VAN CAMP'S MILK, full cans, 3 for 25c  
BROOMS, best 3-string 25c  
APPLES, large cans 25c  
MACARONI AND SPAGHETTI 25c  
DUFFY'S GRAPE JUICE, pint bottles 25c  
CORN, "SHOE PEG" 7c  
TOMATOES, "LOCKWOOD" 7c  
QUAKER CORN FLAKES 7c  
SALAD DRESSING, GREEN SEAL 7c  
ASPARAGUS, large tins 10c

Madras Portieres, 29c

18 VARIOUS colors; most match in pairs; value, 50c per length. At 25c length.

You Can Always Have It Charged

**HECHT'S**  
513-515-517 7th Street

Window Screens, 21c

24-INCH-HIGH Window Screens, sell at 25c usually.

## Nature-Shape Shoes

Style with Comfort  
For Men and Women

4.00 4.50 5.00

Nature Shape School Shoes, 1.85, 2.00, 2.10, 2.25, 2.50, 2.75, 3.25.

"Banister" Riding Boots for men and women—"Banister" Shoes for men—"Onyx" Hosiery for men, women, boys and girls.

Arthur Burt Co. 1343 F

## RICH LANDS OPENED

West Coast of Mexico Is of Remarkable Fertility.

INDIANS LONG A MENACE

Kept the White Man Out for More Than Eighty Years.

NOW HAS A RAILROAD LINE

Agricultural Area Equal to California, With Splendid Soil and an Inviting Climate.

BY WILLIAM E. CURTIS.  
Special Correspondence of The Star and the Chicago Record Herald.

TUCSON, April 23, 1911.

Until the Southern Pacific railroad of Mexico constructed the west coast of that republic was a terra incognita to the outside world, although it was one of the first sections of the American continent to be occupied by white men and is a region of wonderful fertility and natural resources.

The Spanish conquistadors crossed the mountains early in the conquest and in 1530 made a thorough exploration of the coast line and a portion of the interior. A detachment from this expedition under Alvarado came up the Gulf of California, discovered the mouth of the Colorado river in 1540 and penetrated the southern half of California. Coronado continued the march northward through Arizona and New Mexico as far as the Missouri river in Kansas.

Nino de Guzman, president of the royal audience of Mexico, where there is now the city of Culiacan and there found a civilization more advanced than observed in any other section of Mexico.

Early Home of Aztecs.

Culiacan valley was the scene of the earliest development of Aztec culture, and according to records that race settled there 300 years after the Christian era. Guzman found other semi-civilized people living in towns and cities and from them gained the first knowledge that the European world had of this extraordinary race which developed from what we call the Pueblo Indians and the mysterious cliff dwellers.

The Spaniards discovered minerals very soon after the invasion and took hundreds of millions of treasure out of the mountains along the west coast. There is a list of 125 well developed mines that were being operated at the time of the revolution. The extraction of silver in 1521. The withdrawal of the Spanish troops left them without protection and in 1825 the Apache Indians began to raid them, and for a period of eighty years this prosperous region was made unsafe because of their attacks and cruelty. Mines were abandoned, towns were deserted and many communities were wiped out completely.

Subdued Yaqui Indians.

It was not until eight or ten years ago that conditions were such as to warrant people in settling along the coast or in mining. The Yaqui Indians were culture, because the Yaqui Indians were as early as the Apaches, and were engaged in almost continuous warfare with the government. In 1902 President Diaz ordered an expedition to this state of affairs, and sent an army into Sonora and Sinaloa, which practically exterminated the Yaqui Indians. Most of the warriors who survived were deported to Yucatán, just as the government of the United States sent Geronimo and his Apaches to Indian Territory. Since then there has been perfect peace and the Yaqui who remain are now dependent upon for labor.

The present condition has created favorable conditions along the border, but south of Hermosillo there have been no disturbances.

A chain of mountains, the backbone of the continent, follows the coast line of the Pacific and all the way from Patagonia to the Pole. Along the coast of Mexico there is a highly fertile plain between the mountains and the sea, similar to that of California and Oregon, varies in width from 5 miles to 100 miles, and the west coast railroad traverses it for about 220 miles south of Guaymas to the port of San Blas.

Gentle Slope to Sea.

There is a gentle slope from the shore to the foothills averaging about four feet in a mile, which is of great advantage for irrigation, and there are twenty-nine rivers, and many smaller streams flowing from the mountains across this gentle slope. Each stream is covered with low, undergrowth, and these streams never go dry because they are fed by the melting snows in the mountains and the rain. Each stream has fertilized the valley through which it flows by bringing decomposed vegetation and silt from the higher elevations with every flood. The valleys are therefore filled with deep, rich soil of inexhaustible fertility, and the climate varies with the elevation so that every plant known to the botanist can be grown.

For nearly seven hundred and fifty miles this coastal plain is practically level, and is covered with low, undergrowth and mesquite trees similar to those of Texas. It can be cleared at a minimum of expense, from \$10 to \$16 an acre.

The foothills abound in valuable timber, including raw, iron, woods like ebony, rosewood and lignum vitae. The timber resources are of a value beyond calculation and will be developed as soon as agricultural conditions are settled.

Back in the mountains, all along the coast, is a succession of cascades and rapids which will supply unlimited water power for electricity and for industrial purposes.

This wonderful region is filled with possibilities for agriculture and manufacturing as well as for mining and only needed transportation facilities for development, which are now furnished by the new railroad.

Like California Climate.

The climate is similar to that of California. The high ranges of mountains protect it from the cold winds of the east and north, and a cool breeze from the ocean, like that enjoyed by the people of Oregon and Washington, tempers the heat in summer so that the atmosphere for the entire year is genial and healthful. The thermometer never goes above 90 degrees and seldom falls below 60 the year around. By climbing the foothills cooler regions may be found, and fruits which do not thrive in tropical climates may be grown anywhere within forty or fifty miles of the coast.

The lowlands produce wonderful crops of cotton, sugar and other tropical staples. On a higher level wheat, corn, rice, oats, barley and fruits and vegetables grow equally well, and rice, tobacco and other crops are also cultivated.

The most profitable crop is the garbanzo or chickpea, which is produced in enormous quantities and shipped to Mediterranean ports, most of it all the way around through the Straits of Mexico. Garbanzo furnishes one of the most important items of the cargoes of the Hamburg-American steamers which make monthly voyages between San Francisco and Hamburg. The value of the exports of garbanzo mounts up into the millions of dollars.

Local Mills Use Cotton.

The cotton is all absorbed by local mills at San Miguel, Culiacan, Tepic and Guadalupe, which are also compelled to import large quantities of raw material from Texas. There has been a falling off in cotton culture of late years because of the boll weevil.

The Mitsu Concessions of Japan is understood to have secured a large tract of land—two hundred and fifty thousand acres in the area given—along the coast

**KN**  
Your Rate  
By Using  
The Genuine  
**Stearns' Electric  
Rat and Roach Paste**  
to exterminate rats, mice, cockroaches, waterbugs, etc. Ready for use. Better than traps.  
Money back if it fails.  
25c and 50c. Sold everywhere.  
STEARNS' ELECTRIC PASTE CO., Chicago, Ill.

near Mazatlan, which is to be colonized with coolies for the purpose of raising cotton for the mills of Osaka and other Japanese manufacturing towns, and thus relieve them from their dependence upon the United States. But some authorities for the boll weevil will have to be discovered before such an enterprise can be successful.

Large quantities of sugar cane are produced at the rate of forty tons per acre, which is but little less than the maximum of Cuba, and it is absorbed by the local market in the form of sugar and alcohol, but the supply has never been able to meet the demand. But some authorities for the boll weevil will have to be discovered before such an enterprise can be successful.

Mexico imports large quantities of wheat and corn and the federal government usually suspends the import duty upon both staples as an economic measure of relief to the poor. The isolation of the west coast people has made it impossible for them to take advantage of this policy, although occasionally sailing vessels have brought cargoes of wheat from California and Oregon. The area susceptible to wheat is practically unlimited, and the quality is equal to the best of Oregon and British Columbia, but there seems to have been no disposition on the part of the hacendados to take advantage of the situation and grow wheat and corn often command fabulous prices.

Produces Native Liquors.  
The agave, or maguey plant, which produces tequila and pulque, the two favorite liquors of the Mexicans, is a source of great profit, but thus far its use has been limited to the distillers because of the lack of adequate transportation and enterprise. Recently an attempt to reduce the leaves of agave into a pulp and then to distill it has been successful, and several hundred tons were shipped to the cordage mills of San Francisco last year. Those who believe that the fiber industry is the most promising of all the opportunities offered by the opening of this subject believe that facilities for reaching the market are furnished.

No attempt has been made to bring in immigrants from the United States, and there has been no apparent increase in population since the railway was completed. The area subject to development is about 150,000 square miles, corresponding to the entire state of California, and the present population is estimated to be a million and a half. Most of this population is concentrated in a few cities along the line. After leaving Guaymas the railway branches out to all the ports, so as to take advantage of the commerce on the sea.

Hermosillo, the capital of Sonora, is a very attractive place, seven hours' ride south of Nogales, which is the border city. The name means "The Little Beauty" and was properly bestowed by the Spaniards. Hermosillo has a population of about 14,000, and is a mixture of the old and the new. The manners and customs of the early Spanish days are generally retained, with such modern advantages as electric lights, street cars, macadamized streets, sewer systems and running water in the houses. The city is almost entirely surrounded by groves and is surrounded by a fertile and productive agricultural country. There are good hotel accommodations and the city is so agreeable that many Americans go there to spend the winter, while those who are engaged in mining in the neighboring mountains make it a place of residence for their families.

Has a Large Trade.  
Guaymas, which was the terminus of the railway for twenty-seven years, and has the largest commerce of any port upon the west coast, has a population of about 12,000, and they do an enormous mercantile business in supplying the mining regions in the mountains and the ranchmen along the Yaqui river. The natural business is doubled by contributions from smaller ports both north and south and along the coast of Lower California, which send their produce to be shipped to outside markets. The trade is very large in the hands of Guaymas.

The next port of importance is Topolobampo, which will be the terminus of the Kansas City and Orient railway, now under construction. In Wichita, Texas and Chihuahua, and more than half completed. Topolobampo has the finest harbor between San Diego and Panama, and several attempts have been made to establish colonies of Americans there. That ambition will undoubtedly be achieved as soon as the new railroad is finished, and its projectors believe that it will do a business second only to San Francisco and will ultimately control the oriental trade.

Culiacan is the oldest city on the west coast and it was there, according to tradition, that the Aztecs ended their nomadic existence and developed the highest degree of civilization found among the aborigines of America. Culiacan is now a city of 21,000 inhabitants. The capital of the state of Sinaloa, the center of the sugar trade and one of the most fertile sections of Mexico.

Four Lines of Steamers.

The port of Mazatlan is now in direct communication with San Francisco and Panama by four lines of steamers, the Pacific Mail, the Pacific Coast, the American-Hawaiian and the Cosmo (Hamburg-American) companies. In anticipation of a largely increased commerce with the opening of the Panama canal the Mexican government is planning to improve the harbor and to build a new pier and on the channel, as has been done already at Mazatlan, on the west coast, and Vera Cruz and Tampico on the Gulf of Mexico. A fleet of coasting steamers contributes to the prosperity of the place. The population of Mazatlan is now 22,000, and it is growing rapidly.

The city of Tepic, capital of the territory of the same name, which was founded in 1531, is the present terminus of the West Coast railroad, and will be for a year or two, although the work of extension is now being pushed forward, is going on at both ends of the gap. Tepic is a town of 18,000 inhabitants, well up in the Sierra Madre mountains, five miles from the Pacific, in the rain belt, under the shadow of the extinct volcano, San Juan de los Rios. There has been no sign of eruption since the conquest, except at the time when St. Pierre, Martinique, was destroyed by the eruption of Mount Pelee, ten or twelve years ago. The people in that part of the country consider themselves entirely safe from that source. Tepic is an attractive place and has many wealthy people. The surrounding country is famous for its scenery.

Through sleepers now run only to Mazatlan. Accommodation trains connect there for Yago, where a diligence is waiting to carry passengers on to Guadalupe.

BLIND MAN AS ART CRITIC.  
Discovers Defects in Sculpture in Kansas City Gallery.

KANSAS CITY, Mo., May 3.—A blind man as a critic of art appeared at the western gallery of art in the public library here yesterday, and in showing them in charge defects in various statues, proved his knowledge. When he came into the building he asked an assistant to show him around so that he could "study."

The first thing the blind man touched was a statue of David, with Goliath's head at the base. After carefully feeling the head of Goliath, he chuckled and said: "Why, look at his whiskers; no one, even Goliath, ever wore whiskers parted in that fashion."

After criticizing a few other statues he left, refusing to tell where he lived, but saying his name was Jackson.

CORRECT DRESS FOR WOMEN  
**Bon Marche**  
314-316 SEVENTH STREET

## Big Suit Sale at \$17.50

Including White and Striped Serge Suits worth \$25, \$30 and \$35.

Also Handsome Black Satin Suits worth \$25.

Here's an unusual suit value—white serges, whipcords, chevrons, serges, homespun and pencil stripe serges; plain models and some trimmed in white and black and white braids; also satin-trimmed suits.

The styles are the very newest and every suit is well made throughout. You cannot duplicate this value anywhere in the city. For tomorrow only, \$17.50.

We are also including at this price—for one day only—some Handsome Black Satin Suits.

## Purchase of 45 Smart Dresses

\$20, \$22.50, \$25, \$30 values, **\$14.50**

In silks, foulards and messalines, with a choice of the new colors and black. The very cream of the advance styles are shown in these dresses; well made and tastily trimmed. We haven't all sizes, but if you find your size in the offering you will have secured a wonderful bargain.

## May Undermuslin Sale Specials

Cambrie Gowns, low neck, embroidered trimmed, 59c value. Sale price **39c**

Cambrie and Nainsook Drawers, circular style with tucked ruffles and embroidery trimming, 29c value. Sale price **21c**

Long Cambrie Skirts, with wide flounces of embroidery, tucked above, \$1.00 value. Sale price **59c**

Nainsook Combinations, all-over embroidery; others lace trimmed. \$1.00 value. Sale price **57c**

25 styles Nainsook Gowns, low, round and square necks and empire and kimono styles; lace and embroidery trimmed. \$1.50 values. Sale price **87c**

Special showing of Princess Combinations; all new models. Sale price **98c**

**The Brown Bottle**

**Protects Schlitz Purity from the Brewery to Your Glass**

Schlitz in brown bottles costs you no more than common beer in light bottles.

Light starts decay even in pure beer. Dark glass gives protection against light.

All Schlitz is aged for months in glass enameled tanks, so that it cannot cause biliousness. It will not ferment in your stomach.

If you knew what we know about beer, you would say, "Schlitz—Schlitz in Brown Bottles."

**Schlitz**  
The Beer That Made Milwaukee Famous

Big Output of Gold Assured.  
DAWSON, Y. T., May 3.—The spring clean-up in the Klondike district has begun. Water is running everywhere and hydraulic plants are getting into action. All the large dredges have started, and individual miners are washing out the gold from their dumps. It is believed that the gold output this year will be the largest in years, estimates placing the yield in excess of \$5,000,000. Last year's output was \$4,000,000.

Use Judgment in Buying Fuel for Cooking.

The great majority of housewives select coke for cooking. They have found it to be both economical and satisfactory. We supply coke at these prices:

25 Bushels Large Coke, delivered... \$2.25  
40 Bushels Large Coke, delivered... \$3.25  
60 Bushels Large Coke, delivered... \$4.25  
25 Bushels Crushed Coke, delivered... \$2.25  
40 Bushels Crushed Coke, delivered... \$3.25  
60 Bushels Crushed Coke, delivered... \$4.25

Washington Gas Light Co., 413 TENTH STREET N.W.

Cut This Out!  
IT IS WORTH 25c TO YOU.

This ad, and the box a bottle of "Kaleo" Liver and Jaundice Prescription, which regularly sells at one dollar.

Kaleo Liver and Jaundice Prescription is one of the surest remedies employed, whether the case is one of jaundice, formation and passage of gallstones, bilious colic, indigestion of skin, acute or chronic inflammation of liver.

Kaleo Liver and Jaundice Prescription is also indicated by dry yellow skin, hepatic tenderness and the passage of light-gray stools, scant urine, which stains the bedding yellow.

Secure Health while you may! The first good step is to regulate the action of your sluggish bowels by early use of

**Beecham's Pills**

The cotton is all absorbed by local mills at San Miguel, Culiacan, Tepic and Guadalupe, which are also compelled to import large quantities of raw material from Texas. There has been a falling off in cotton culture of late years because of the boll weevil.

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